



OTRUM™

OTRUM Global

Interactive Hotel TV

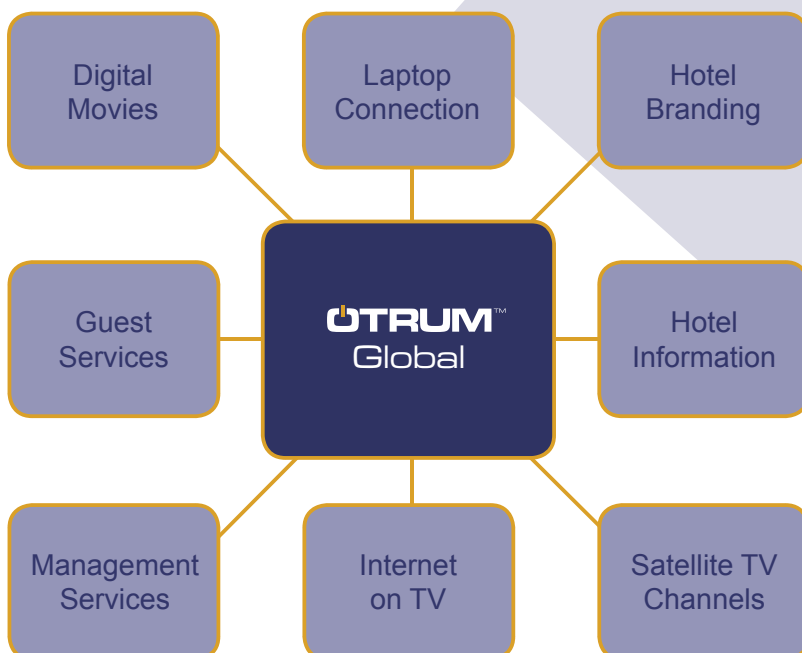
# OTRUM Global

Designed with the Internet in mind, OTRUM Global is a groundbreaking interactive experience, allowing all guests to explore the Internet directly through their in-room TV. While still providing the interactive services expected of a hotel TV system, OTRUM Global excels at bringing the Internet to the guest room.



*OTRUM Global provides a scaleable and robust solution for the most demanding hotels and hotel guests.*

*OTRUM Global 25" TV-set*



## System Modularity

The unique requirements of each hotel demands a flexible approach from the system vendor. OTRUM offers a modular approach to system functionality while at the same time enabling simple retrofit upgrades.

OTRUM provides a one-stop-shop approach, covering all aspects of in-room communications, entertainment and content.

## System Benefits

OTRUM Global directly follows the three principals set out within all OTRUM Interactive solutions:

- ▶ Deliver services to the guests
- ▶ Leverage revenue from the guests
- ▶ Improve the hotel's operational efficiency

Through these three principals, OTRUM Global brings both direct and indirect profitability, the system is therefore an investment in profitability, rather than a pure technology cost.



OTRUM Global  
21" TV-set

## The OTRUM Global Concept

The core technology of OTRUM Global is within the TV installed in each guest room. Integrated in every TV is a powerful 'Network Computer' that handles the complete interactive guest experience.

OTRUM was the first interactive vendor to offer Internet access to all guests at all times. OTRUM Global allows simple software upgrades directly through the antenna network or optional Ethernet connection, a truly future-proof solution.

Through the advanced 'Picture in Browser' function, guests can easily watch TV channels and browse the Internet at the same time.

## On-screen Customisation

From the moment the guest steps into their room, the TV becomes the face of the hotel, welcoming the guest to their room, and introducing the facilities available during their stay.

As OTRUM Global has such an important role in guest communication, it is very important that the hotel and the hotel chain can completely customise the on-screen guest experience to fit the brand and image of the hotel.

On-screen customisation is a huge opportunity for promotional brand building, direct marketing, and strengthening the image of the hotel. OTRUM's team of dedicated graphical designers are on hand at all times to assist in the creation of 'your' guest interface.

OTRUM Global takes advantage of HTML and Internet technologies to construct a powerful user experience, integrating internal hotel based services with public web based services such as local information, airports, travel info or even the hotels own website.



*Through the "Skodsborg" interface, the hotel strengthens the 'clinical' image of the hotel's spa and healthcare facilities. The layout is clean and crisp, using a simple colour scheme.*



*"Sankt Helene" were keen to have a user interface that reflected the company's corporate website. OTRUM designers took elements from the website, and created the same look and feel for the TV.*



*"Gleneagles" follow a very stable and established image, re-enforcing the traditional aspects of the business. Their chosen interface uses a timeless design, which matches their corporate website branding.*

